



MWR THEME OPERATIONS

June 2005

Welcome:

Nearly a month has passed since our 2005 MWR Theme Operations, Unit Managers' Conference and we've been busy carefully reviewing the feedback we received. Based on your feedback, we're already planning for next year's conference to incorporate many of the suggestions and ideas you provided.

Some of the good ideas we're working to incorporate include "daily themed luncheons" that will showcase many of the same menu items from our current portfolio of brands. Plans include featuring some of our most popular Habanero "Fresh-Mex Grille" menu items one day and selections from our newest brand Java Café to include freshly prepared sandwiches, soups and salads at lunch the following day. We're also considering hosting a seated Awards Luncheon to recognize our Best in Class and Most Improved award winners, rather than before the Conference concludes on Friday morning.

Overall your feedback requested more hands-on/skills development manager training. We're working to add more hands-on training sessions both as day and optional evening sessions. This year's break-out sessions (FoodTrak, ServSafe, Financial Management and NAF Benefits/Retirement Planning) were well received and we'll work to make those available as well. We'll also continue our commitment to ensure ServSafe food safety certification training is provided for all newly assigned MWR Theme Operations managers.

So, while we continue to formulate the agenda for next year, I ask that you mark your calendars for 5 – 10 February for the 2006 MWR Theme Operations, Unit Managers' Conference in Orlando, Florida.

Also, we're proud to announce that as part of the 2006 MWR Theme Operations, Unit Managers' Conference that representatives from the International Military Community Executives Association (IMCEA) have agreed to offer the Certified Military Community Executive (CMCE) examination on Wednesday evening, 8 February 2006. Testing for certification is open to both IMCEA members and non-members. The fee for IMCEA non-members is \$50.00. The CMCE is the only MWR certification to hold national recognition status with the National Certification Commission. Since 1974, 233 MWR professionals have earned the prestigious CMCE designation. For more information please call IMCEA Headquarters at (254) 554-6619, or visit the IMCEA website at: www.imcea.com.

Roger Weger
Chief, Food Services Division



Certified Military Community Executive (CMCE)

Congratulations to George Dickson, James Matthews, Brad Puterbaugh, Bill Sewell and Roger Weger who recently passed the CMCE examination established and awarded by the IMCEA.

The written examination was the final step prior to CMCE certification for the above named individuals. Program requirements included the demonstration of professional knowledge through earned education credits, extensive job experience and a proven dedication as MWR professionals.

Electronic Marketing Screens Update

To date, seven Theme Operations units have electronic marketing screens, provided by Alive Promo, in place. The screens are currently displaying the latest Menu specials along with a birthday party advertisement and a reminder to 'Combo-it.' John Miller at Fort McCoy also adds his facility's monthly calendar of events to the screen. His guests know what's going on at his facility! The electronic marketing screens are a great way to get some additional advertising in front of your guests. Currently screens are located at Forts Belvoir, Myer, Hood, Shafter, Leonard Wood and Hamilton Strike Zones, also at Fort McCoy Primo's Express and at the new Redstone Arsenal Strike Zone. The marketing capability of the screens is maximized when the screen has a high-quality, dedicated phone line, but in instances where that requirement is a challenge, new advertising is sent to the unit manager via an electronic chip and the manager loads the advertising manually.

Getting Back to Basics: There's Gold In That Fryer

Yes, there's Gold in that fryer. We're not just talking about Gold, as money in the cash register, but also that Golden color as items come out of the fryer. Not only should all fried items have that rich Golden color, but also a crisp outside crust that is dry, not greasy or soggy, and also a clean crunchy bite. The inside of the item should be fully cooked, hot, tender/moist/or juicy, and never dripping with grease or have an oily or off taste.

Below are a few tips to help you turn your fryer into a Gold Mine:

1. Fryers must be cleaned daily. Strain the grease and wipe out all food deposits. Ensure fryers are dry before adding oil (moisture is an enemy of oil and causes it to "POP" while heating).
2. Use only the frying oil listed in your Standardized Order Guide. Never substitute another type of oil to save money. This will actually cost more money in the short and long term.
3. Only pre-heat the fryers 20-30 minutes before needed (heat is an enemy of fry oil and causes it to break down faster). Keep the temperature at 350 to 360 degrees Fahrenheit.
4. Fill the fryer with oil to the indicated markings on the wall. Never over fill the fryer with oil. The oil will expand while heating and will rise due to displacement when food items are being fried.
5. Don't over load the baskets with food items. This causes uneven cooking and takes items longer to cook.
6. Keep the fryers covered when not in use (air is an enemy of oil) so nothing will fall into the oil.

7. Shake the fryer baskets to loosen and distribute the items about 30 seconds to 1 minute after the frying process has started.
8. Avoid loading fryer baskets directly over the oil. Crumbs will settle to bottom of the well and burn breaking down the oil faster and giving products an off or burnt taste.
9. Drain the products at least 15 seconds before emptying the basket in the heated dump station before dishing up. This allows any excess oil to either drip off or dry helping to crisp the item.
10. Change the oil when needed. Ask your Prime Vendor sales representative for a test kit. This kit is a visual aid to assist in showing when the oil is in need of changing.
11. Avoid frying all items in the same well. Fish and chicken wings should be fried in separate wells from French fries because these items transfer their flavors to other fried items.

Follow these tips and you'll take the Gold out of your fryers and put it into your cash register.
(POC: Tony Marko, DSN 761-3818, e-mail: Anthony.Marko@cfsc.army.mil)

The Heat is On!

Summer is right around the corner. However, for some summer's hot weather has already arrived. Here are few tips on how to beat the heat and keep your kitchens running smoothly while maximizing your sales potential:

Equipment Maintenance- As the temperature rises both outside and in, so goes the temperatures in our kitchens, particularly for those not equipped with air conditioning. Maintaining your core equipment is critical to avoid breakdowns, disruptions in service and ensure proper food safety. For example, all refrigeration unit filters should be clean and cooling fans running smoothly in order to maintain proper temperatures for holding refrigerated food below 41°. Whether you do this type of maintenance in-house or rely on DPW or a contracted service, now would be a good time to consult your owner's manuals for everything from refrigeration, hoods and grills to deep fat fryers and pizza ovens.

Staff Maintenance- Drink plenty of fluids, preferably water as opposed to beverages containing caffeine which saps hydration. Get some fans blowing especially if you have no air conditioning or poor/limited air-flow.

Staff Scheduling- If you're located in a bowling center or have a seasonal element to your business, summertime may represent a slowdown. Now's a good time to review last year's financial/usage figures/data to develop your business plan and operating budget for the coming fiscal year. This also is a great time of year for some of your team (particularly Flex Employees) to take some vacation time which is both pleasing to them and your bottom line.

Cool Promotions- Chilled salads, wraps, fresh fruit cups, ice cream, shakes and smoothies top the charts this time of year. A little imagination and in many cases not much more than a blender is needed. Many of these items can be prepared and ready to sell for guests who are increasingly on-the-go this time of year.

Follow these tips and you'll be good to go to beat the summer heat. (POC: Brad Puterbaugh, e-mail: Brad.Puterbaugh@cfsc.army.mil)

Test Your ServSafe Knowledge

1. Q. True or False: Cold, potentially hazardous food must be held at an internal temperature of 41 F (5 C) or lower.
2. Q. True or False: When holding potentially hazardous food for service, the internal temperature must be checked at least every four hours.
3. Q. True or False: Servers can contaminate food simply by handling the food-contact surface of a plate.

Unit Openings

Primo's Express Opens at the Frog Falls Aquatic Park, Picatinny Arsenal, NJ

Over 150 guests were on-hand to celebrate the Grand Opening of Primo's Express at the Frog Falls Aquatic Park, Picatinny Arsenal, NJ on Wednesday, 1 June 2005. Guests were welcomed by Lee Moreau, MWR Director who introduced the Garrison Commander LTC Paul Seitz. In his remarks LTC Seitz praised the cooperation and strong partnership between Rockaway Township and the Picatinny Arsenal military community. He further thanked CFSC for their support in providing the Primo's Express brand at Picatinny Arsenal. Mr. Moreau next introduced Roger Weger, CFSC, Chief, Food Services Division who presented the Primo's Express franchise certificate to the Installation Commander, BG Izzo and LTC Seitz. The Grand Opening ribbon was cut and guests enjoyed a complimentary buffet of Primo's Express most popular items to include; Primo's delicious pizza, hot dogs, crispy chicken tenders, mozzarella sticks and macho nachos. Door prize drawings were held throughout the event and Chef Primo was on-hand to entertain the many children who were in attendance.

This unit represents the 19th Primo's Express, and 56th unit overall in the growing family of MWR Theme Operations. Primo's Express also joins three other MWR Theme Operations brands already located at Picatinny Arsenal to include Mulligan's, Lil Skeeters BBQ, and Habanero "Fresh-Mex Grille".

A special thanks to Naomi Falsetto, Northeast Area Manager and Tony Marko, Executive Chef for their dedicated efforts to ensure another successful Grand Opening event. Also the opening team would like to recognize and thank Kerry Deckert, Manager, Frog Falls Aquatic Park and her Assistant Manager, Stephanie Kemper for their enthusiasm, support and willingness to learn and fully execute the Primo's Express brand standards.



Primo's Express Grand Opening at the Frog Falls Aquatic Park, Picatinny Arsenal, NJ.
(L to R)
Kerry Deckert, Manager, Aquatic Park
LTC Paul Seitz, Garrison Commander
Grace Reinsmith, Jefferson Township Recreation Representative
Joe Fiorella, Recreation Director, Rockaway Township,
Paul Minenna, Councilman, Rockaway Township
BG Paul Izzo, Installation Commander
Stefanie Kimker, Assistant Manager, Aquatic Park
Roger Weger, Chief Food Services Division

Strike Zone Snack Bar Opens at the New Bowling Center, Redstone Arsenal, AL

Over 500 guests turned out to celebrate the Grand Opening of the new Redstone Lanes Bowling Center featuring a Strike Zone snack bar on 2 June 2005.

The new 32 lane, 37,000 square foot facility features the Xtreme Bowling System, along with a Strike Zone snack bar and sports lounge with billiards and large flat screen TVs, large state-of-the-art video arcade area, and three meeting/party rooms. Guests were welcomed by Dan Ahern, MWR, Director who introduced the Garrison Commander, Colonel Robert Devlin. In his remarks, Colonel Devlin thanked all the organizations responsible for making this brand new facility opening a huge success.

Colonel Devlin next introduced Roger Weger, CFSC, Chief, Food Services Division who in his remarks stated that Strike Zone was one of nine MWR Theme Operations developed quick service brands designed to help improve the quality of food and beverage offerings for soldiers, their families, and civilians currently stationed around the world. Mr. Weger then presented the Strike Zone franchise certificate to Colonel Devlin. The Grand Opening ribbon was cut and guests enjoyed a complimentary buffet of Strike Zone's most popular menu items to include; Primo's delicious pizza, hot dogs, crispy chicken tenders, mozzarella sticks, macho nachos, and Buffalo wings. Door prize drawings were held throughout the event and Striker the Army Bowling Center mascot was on-hand for the children.

The new facility which replaces a 37 year old 16-lane house is three times the size of the old Redstone Lanes, and will now have the opportunity to host leagues, open bowling, and up to three private parties, all at the same time.

This unit represents the 18th Strike Zone, and 57th unit overall in the growing family of MWR Theme Operations.

A special thanks to Michael Amarosa, Southeast Area Manager, Barry Pinsky, Senior Executive Chef, and Roger Disbrow, Executive Chef for their dedicated efforts to ensure another successful Grand Opening event.



Strike Zone Grand Opening at Redstone Lanes Bowling Center, Redstone Arsenal, AL

Mr. Roger Weger, CFSC, Chief Food Services Division presents Colonel Robert Devlin, Redstone Arsenal Garrison Commander, the Strike Zone Restaurant Certification at the 2 June Grand Opening of Redstone Lanes. This unit marks our 18th Strike Zone.

Events Division Update

The Bite Me Combo Craze Promotion ended on 31 March 2005. Thank you to the managers who submitted their after action reports for the promotion. Fort Shafter Strike Zone reported the largest increase of combo meals sold with an increase of 67 percent over the three month time period. Congratulations to the staff at Fort Shafter - keep those combo meals going. MCAS Beaufort came in second with a 39 percent increase of combo-meal sales, and in third place was Yongsan with an increase of 18 percent. All sales were compared to 2004 sales. For additional information regarding the Bite Me Combo Craze Promotion contact Kristen Kea at Kristen.Kea@cfsc.army.mil

Transitions

Congratulations to **Tracy Ansell** who was recently promoted to the Food and Beverage Manager for the 26th Area Support Group (ASG) in Heidelberg, Germany. Tracy is no stranger to MWR Theme Operations and has an extensive background in managing several brands in our portfolio to include: Habanero "Fresh-Mex Grille", Primo's Pan Pizza, Kids' Zone Heidelberg and the original Strike Zone snack bar in Mannheim (before the conversion to Habanero).

Fred Ware, Manager for Reggie's Beverage Company, Camp Stanley, Korea will be leaving in the middle of June 2005 after 5 years at that location. Fred will be going to work for the Air Force in Fairbanks Alaska.

Answers To The ServSafe Questions

1. A. True
2. A. True
3. A. True

Closing Thought:

"When everyone is thinking alike, no one is thinking".....Walter Lippman



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